

When you sell products on Amazon, having great [Amazon product listing images](#) is very important. Images help customers understand your product better and can make them want to buy it. In this guide, we will explain everything you need to know about Amazon product listing images, why they matter, and how to make the best ones.

Why Are Amazon Product Listing Images Important?

Images are the first thing a buyer notices when they see your product. Good images can help you:

- Show what your product looks like clearly.
- Explain features without many words.
- Build trust by showing the product in real use.
- Increase sales by attracting more clicks.
- Reduce returns because customers know what to expect.

Amazon allows sellers to add multiple images to a listing. Each image serves a different purpose, so using them well can improve your chances of success.

Amazon Image Requirements

Amazon has specific rules for product images to keep the marketplace professional and consistent. Here are the key requirements:

1. **Main Image Background:** The main product image must have a pure white background (RGB 255, 255, 255). This helps the product stand out.
2. **Product Size in Image:** The product should cover at least 85% of the image frame. This means the product must be large enough and easy to see.
3. **Image Quality:** Images should be at least 1000 pixels on the longest side for zoom functionality. High resolution helps customers see details.
4. **No Text or Logos:** The main image cannot have any text, watermarks, logos, or inset images. Additional images can have text to explain features.
5. **File Format:** Amazon accepts JPEG, TIFF, or PNG files.

Following these rules ensures your images get approved and look professional on the site.

Types of Amazon Product Listing Images

You can upload up to 7 images for most products on Amazon. Each image can show the product in a different way:

1. Main Image

The main image is the first image customers see. It must follow Amazon's white background and no-text rules. This image should clearly show the product from the best angle. Make sure it is sharp, bright, and focuses only on the product.

2. Lifestyle Images

Lifestyle images show the product being used in real life. For example, a coffee mug on a kitchen table or a backpack being worn by a traveler. These images help customers imagine themselves using the product.

3. Close-Up Images

Close-ups focus on special features or details. For example, the texture of fabric or the buttons on a gadget. These images help explain product quality and details that may not be clear in the main image.

4. Infographics and Text Overlays

You can add images with text overlays to explain key benefits, sizes, materials, or instructions. For example, an image showing the size dimensions or how to use the product. Keep these clear and easy to read.

5. Comparison Charts

Some sellers add comparison charts that show how their product is better than others. For example, a table comparing features of your product and competitors.

6. 360-Degree or 3D Images

Some sellers use 360-degree images or 3D renders to give a full view of the product. These help customers see all sides and understand complex features.

7. Packaging Images

Showing the product packaging can reassure customers about quality and what to expect in delivery.

Tips to Create Effective Amazon Product Listing Images

Creating great images is not just about following rules. Here are tips to make images that sell:

Use Professional Photography

If possible, hire a professional photographer or use a high-quality camera. Good lighting, sharp focus, and clean backgrounds make a big difference.

Show the Product Clearly

Make sure the product is easy to see and looks appealing. Avoid distracting backgrounds or props that don't add value.

Use Consistent Style

Keep the style, lighting, and colors consistent across all images. This creates a professional and trustworthy listing.

Highlight Key Features

Use close-ups and infographics to explain important features or benefits. For example, show water resistance or extra durability.

Show the Product in Use

Lifestyle images help customers imagine how they would use the product. This emotional connection can increase sales.

Optimize for Mobile

Many customers shop on phones. Make sure your images look good and are clear on small screens.

Test and Improve

Try different images and see which ones get better sales or click-through rates. Amazon's reports and tools can help you analyze this.

Common Mistakes to Avoid

To keep your listing strong, avoid these common errors:

- Using images with poor resolution or blurry quality.
- Showing extra items that are not included in the product.
- Using distracting backgrounds or cluttered images.
- Adding text or logos on the main image.
- Ignoring Amazon's image size and format rules.

Tools and Services to Help

If you don't have photography skills or equipment, there are many tools and services to help:

- **Photo Editing Software:** Tools like Photoshop, Canva, or Lightroom can improve image quality and add overlays.
- **3D Rendering Services:** Some companies create 3D images or product renders for better visuals.
- **Professional Photography Services:** You can hire photographers who specialize in product images for Amazon.
- **Image Optimization Services:** Some agencies help optimize your images to meet Amazon's requirements and increase sales.